

# **INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER**

RFTOP# 29      TITLE: CC Web Site Management

## **PART I - REQUEST FOR TASK ORDER PROPOSALS**

A. POINT OF CONTACT NAME: Anthony Revenis

Phone- (301) 402-3073

Fax- (301) 435-6101

Proposal Address:

6011 Executive Blvd. Rm 529S  
Rockville, MD 20892-7663

Billing Address:

Accounts Payable, OFM, NIH  
Bldg 31, Room B1B39  
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: One year from the date of award, with options for two additional years.

C. PRICING METHOD: Firm Fixed Price

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by e-mail. Please enter in the subject line the following text, "RFTOP# 29 - Proposal." A signed task order form (last page of the RFTOP) will be requested later. NIH envision that proposals will be about 5 pages in length

E. RESPONSE DUE DATE: Monday, August 20, at 3:00 PM local time.

F. TASK DESCRIPTION:

The Warren Grant Magnuson Clinical Center (CC) is the clinical research hospital for the National Institutes of Health. It is one of 25 institutes and centers that make up NIH. Through clinical research, physician-investigators translate laboratory discoveries into better treatments, therapies and interventions to improve the nation's health.

The Warren Grant Magnuson Clinical Center's Office of Clinical Center Communications desires a web site manager to oversee the content and design of the Clinical Center's website < <http://www.cc.nih.gov>>. The web site is a comprehensive and easy-to-navigate repository for the most current official information about the Clinical Center. Presently, information on the web site is available under five major headings: The Hospital at NIH, Clinical Research Studies, This Week at the NIH Clinical Center, Medical and Scientific Information, and Healthy Living.

Major users of the site include scientists, physicians, medical students, policy makers, reporters and members of the general public seeking clinical research and health information.

The CC web site plays an integral role in supporting the mission of the Clinical Center. It is critical that the Web site be maintained as a useful resource for its users and that its technical, and aesthetic components represent the CC appropriately.

The web site is housed on an NT server in the CC Department of Network Applications (DNA). The CC CCC is responsible for the day-to-day content management of the site.

### **Contractor Requirements**

CC requires support in all aspects of the management and development of its web site. It is expected that this support will include an on-site (at Clinical Center Communications) contractor to fulfill the role of CC web site manager. Specifically, the work to be performed includes, but is not limited to:

#### *Content Development and Management*

- Receive, solicit, analyze, write, edit, clear, and post material on the site.
- Interact with technical, scientific, communications, and managerial staff at the CC to facilitate involvement and enthusiasm of all parties who are or will be involved in content development.
- Work with CC staff to solicit and, when appropriate, implement their ideas regarding additions to and augmentation of web site content and tools.
- Maintain the site's currency with respect to activities within CC, NIH, and the biomedical community that affect and/or inform the content of the web site.
- Organize and present the content in effective and aesthetically pleasing ways.

#### *Web Site Management*

- Ensure that all content and graphics on the Web site are compliant with all Federal and applicable standards, including adherence to the accessibility requirements of Section 508 of the Rehabilitation Act.
- Work with designers, graphic artists, and technical personnel from CC, DNA and other organizations as necessary to redesign, develop, and enhance the web site overall, as well as individual department sites.
- Oversee the placement and posting of documents,
- Develop and implement a plan for regular, ongoing usability testing to produce a web site that is easy and satisfying to use.
- Keep abreast of web technical developments to ensure that the best, most current technologies and practices are implemented, including web authoring tools, html standards, browser standards, and other web technology.

- Answer public inquiries about the site,
- Work with the chief, Clinical Center Communications, to develop policies and strategies for the site,
- Train staff and identify content owners to use web conversion tools to convert documents into html language.
- Work with the Office of Clinical Center Communications and all CC departments and offices to organize and expand the information available on the site.
- Keep abreast of web technical developments through research, attendance at conferences, seminars, NIH web groups, and other avenues to ensure that the best, most current technologies and practices are implemented, as appropriate, on the CC web site.

### *Marketing and Promotion*

- Develop and implement a plan to market and promote awareness and use of the CC's web site.
- Analyze server logs and other information to determine patterns of use and other trends on the CC web site, make recommendations to Chief, CCC for changes to the site in response to these patterns and trends, and implement those proposed changes that are approved.

### *Special Requirements*

The web site manager must have extensive experience in web site design, organization, and management. The Contractor must also have strong communication skills (journalistic writing, editing, information organization and presentation), a knowledge of World Wide Web issues, technologies, trends, and applications, and the ability to write on biological science topics. The contractor will have knowledge of information presentation techniques for the web, including the use of mark up languages such as HTML and the conversion of documents from a variety of original source formats (e.g. Word, Quark, PowerPoint, Excel) to web usable formats (HTML, PDF, ASCII). The Contractor will have knowledge of section 508 accessibility requirements. Contractor will have the ability to negotiate, work with a variety of people, and collaborate with clients, coworkers, and the public.

### *Reporting Requirements*

The Contractor shall provide reports at the beginning of each month summarizing key activities that were completed or in progress during the preceding month.

### *Location of Work*

The web site manager role is expected to be performed on-site at the CCC office at 6100 Executive Boulevard, Rockville, Md. The web site manager must be on site during core work hours (9:00 to 11:00 a.m. and 1:30 to 4:00 p.m., Monday through Friday) to be

available to meet with CC staff members. Additional support activities may be performed at the offices of the contractor as necessary and/or appropriate.

### *Period of Performance*

One year from date of award – target date is September 1, 2001, with options for two additional years.

## G. EVALUATION FACTORS

### 1. Corporate Experience:

#### *Corporate Experience*

- Demonstrated successful performance in executing a contract of this nature.
- Demonstrated extensive experience in web site design, organization and management, as well as thorough knowledge of World Wide Web technologies, trends and applications.
- Experience in writing and editing materials for the Web on biomedical topics.
- Familiarity with hardware and software used by people with disabilities, including Section 508 of the Rehabilitation Act and its application to electronic media and web sites.

#### *Technical/Management Approach*

- Demonstrated full understanding of the goals, expectations, and technical/managerial aspects of this contract, including recognition of the variability of the work and the provision of a backup plan in the event that the web site manager is absent.
- Evidence that the proposed web site manager is capable of performing the required tasks.

### 2. Evaluation Process:

The proposed evaluation procedures will be assessed by the Clinical Center to determine the extent to which these procedures are likely to produce objective and meaningful feedback.

### 3. Cost/Price:

While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

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**PART II - CONTRACTOR'S REPLY:**

**TO # \_\_\_\_\_ CONTRACT #263-01-D-0\_\_\_\_\_**

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: FFP

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: \_\_\_\_\_  
Signature Date

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**SOURCE SELECTION:**

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED  
THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE  
PRICE/COST IS REASONABLE.

**Billing Reference # \_\_\_\_\_**

Appropriations Data: \_\_\_\_\_

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: \_\_\_\_\_  
FAX # Signature - Project Officer Date

APPROVED: \_\_\_\_\_  
FAX # Signature - Contracting Officer Date

**NIH APPROVAL -**

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL  
OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: \_\_\_\_\_  
Signature –Anthony M. Revenis, J.D., NIH-ICS Coordinator Date